

AMENDED IN ASSEMBLY MARCH 21, 2012

CALIFORNIA LEGISLATURE—2011–12 REGULAR SESSION

Assembly Concurrent Resolution

No. 99

Introduced by Assembly Member Fuentes

February 6, 2012

Assembly Concurrent Resolution No. 99—Relative to National Coupon Month.

LEGISLATIVE COUNSEL’S DIGEST

ACR 99, as amended, Fuentes. National Coupon Month.

This measure would recognize September 2012 as National Coupon Month and would acknowledge the value of coupons in achieving significant savings for California’s consumers.

Fiscal committee: no.

- 1 WHEREAS, ~~In~~ *According to the U.S. Mid-Year 2011 Consumer*
2 *Packaged Goods Coupon Industry Facts Report*, in total,
3 consumers saved \$2 billion in the first six months of 2011 *by using*
4 *coupons*; and
5 WHEREAS, In the first half of 2011, coupon redemption volume
6 reached \$1.75 billion, a moderate 2.9 percent increase compared
7 to the first half of ~~last year~~ *2010*; and
8 WHEREAS, The average face value of coupons in the first half
9 of 2011 ~~is~~ *was* up 5.4 percent to \$1.57 billion compared to \$1.49
10 billion for the first half of 2010; and
11 WHEREAS, Consumer packaged goods (CPG) manufacturers
12 offered consumers \$485 billion; in savings in 2010, representing
13 a 13.9 percent increase over the prior year and 47.4 percent growth
14 compared to five years ago; and

1 WHEREAS, In 2010, marketers once again distributed more
2 CPG coupons than the prior year, reaching \$332 billion, the largest
3 single-year distribution quantity ever recorded in the United States,
4 exceeding the prior record set in 2009 by 6.8 percent; and

5 WHEREAS, CPG marketers ~~continue~~ *continued* to allocate the
6 largest share of coupons distributed, 89.6 percent, to the
7 free-standing insert (FSI) in the first half of 2011; and

8 WHEREAS, Sixty percent of consumers are becoming more
9 focused on the price of groceries as gas prices climb; and

10 WHEREAS, Seventy-six percent of consumers say their grocery
11 bills have increased up to \$50 weekly; 41 percent have seen a
12 weekly increase of \$20 to \$50, inclusive; and

13 WHEREAS, Phil Lempert, the Supermarket Guru®, indicates
14 that 93 percent of consumers have seen prices rise on items they
15 buy in the grocery store and are employing tactics to save money,
16 including 84 percent who are using coupons; and

17 WHEREAS, Eighty-four percent of consumers are eating out
18 less frequently to save money and 52 percent redeem coupons;
19 and

20 WHEREAS, Ninety-six percent of consumers said that they
21 would still use coupons if they struck it big in the lottery. This
22 reflects the value-oriented mindset that took root at the onset of
23 the recession. This learned behavior was shared by shoppers
24 whether their annual income was \$20,000 or over \$150,000; and

25 WHEREAS, Fifty-six percent of ~~13~~ 13- to 17-year-olds use
26 coupons or coupon codes, according to the parents of these teens,
27 who are savers themselves. Teens, however, are using coupons
28 and coupon codes for items most important to them. For example,
29 25 percent use coupons on clothing, 19 percent use coupons on
30 entertainment, and 18 percent use coupons for beauty care and
31 grooming; and

32 WHEREAS, Seventy-seven percent of consumers say they use
33 the money they save with coupons on basic necessities, a
34 20-percent increase from the prior year; and

35 WHEREAS, Seventy-eight percent of consumers report using
36 coupons regularly, up 14.7 share points from prerecession levels,
37 and one-third said that they used more coupons in 2010 than the
38 prior year; and

39 WHEREAS, Once consumers adopt frugal habits, they quickly
40 discover that they like the feeling of saving money. Acceptance

1 of these new habits can be seen in the largest share of response for
2 increased coupon usage in the *NCH Marketing Service, Inc.'s* 2010
3 ~~survey~~ *Annual Consumer Survey*, 29.3 percent of consumers stated
4 they are using more coupons for the enjoyment of saving, an
5 increase of 11.7 share points over those stating that reason the
6 prior year; and

7 WHEREAS, Fifty-eight percent of consumers use cents-off
8 coupons received in the mail, newspapers, or magazines; and

9 WHEREAS, Seventy-five percent of consumers who consider
10 the Internet to be their primary advertising source are now using
11 coupons in newspaper inserts;; now, therefore, be it

12 *Resolved by the Assembly of the State of California, the Senate*
13 *thereof concurring*, That the Legislature recognizes September
14 2012 as National Coupon Month and ~~acknowledge~~ *acknowledges*
15 the value of coupons in achieving significant savings for
16 California's consumers; and be it further

17 *Resolved*, That the Chief Clerk of the Assembly transmit copies
18 of this resolution to the author for distribution.